

**SYSTEM, METHOD AND COMPUTER PROGRAM PRODUCT FOR A TOY  
SUPPLY CHAIN MANAGEMENT FRAMEWORK**

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**ABSTRACT**

A system, method and computer program product are disclosed for managing a toy supply chain utilizing a network. A network is utilized to receive data from a plurality of toy outlets of a toy supply chain in which the data relates to the sale of toys by the toy outlets. An electronic order form is generated based on the data for ordering toy from a toy distributor of the toy supply chain. The data is transmitted via the network to the toy distributor of the toy supply chain. The data is also transmitted to a toy supplier of the toy supply chain utilizing the network. Additionally, activity in the toy supply chain is forecast utilizing the data.